

# SUVs, Crossovers and Pickup trucks - Canada - March 2019

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## This report looks at the following areas:

- Vehicle type consideration
- Brand interest for SUV or crossover
- Brand interest for pickup truck
- Reasons for not considering an SUV/crossover/pickup truck
- Interest in features
- Attitudes towards vehicle size

While the large size of vehicles in the category can act as a deterrent to some consumers, those who are engaged in the category are keen on all-wheel drive or four-wheel drive as well as moderate cargo space and towing ability. Additionally, safety features such as rear-view camera, a powerful engine and sufficient interior space are also crucial to these consumers.



"The category is well positioned given that Canadians are most likely to consider an SUV for their next vehicle purchase. Parents in particular are more likely to contemplate an SUV, which are commonly associated with family vehicles. Additionally, crossovers trail SUVs and sedans as the type of automobile that consumers would consider."

- Andrew Zmijak, Research Analyst

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- **New year sales and inventory clear-out**

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- **Many are considering an SUV, crossover or pickup truck**
- **Vehicle size is an issue for some consumers**

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- Many would consider Toyota for SUV or crossover, Ford for pickup truck
- All-wheel drive/four-wheel drive resonates with consumers
- For most, their vehicle needs to match their lifestyle

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- **Moderate cargo space fits the bill**

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